

EXECUTIVE ORDER NUMBER THIRTY-NINE

WHEREAS, Iowa must transform its economy in order to be prosperous; and

WHEREAS, in order to transform its economy Iowa needs Great Places to live, work and raise a family; and

WHEREAS, Great Places retain and attract young people, educated workers, business development, entrepreneurs, families and retirees; and

WHEREAS, Great Places are culturally vibrant, offer diverse housing options, and capitalize on their authentic constructed and natural environment; and

WHEREAS, local governments, community leaders, businesses, and non-profits must be part of the effort to develop Great Places; and

WHEREAS, Iowa must cultivate opportunities for bold thought, innovation and entrepreneurship at the local level; and

WHEREAS, by focusing financial and technical resources the state can build local capacity, capitalize on the unique strengths of place, and unleash Iowa's creativity;

NOW, THEREFORE, I, Thomas J. Vilsack, Governor of the State of Iowa, by the power vested in me by the Laws and the Constitution of the State of Iowa, do hereby order the creation and implementation of the IOWA GREAT PLACES.

Purpose: Iowa Great Places is designed to bring together the resources of state government to build capacity in communities, regions, neighborhoods or districts to cultivate the unique and authentic qualities that make these areas special places to live and work, and among the assets on which communities will capitalize are the arts and culture, historic fabric, built environment, natural environment, housing options, retail amenities, entrepreneurial incentives, business development, and diversity.

- I. State agencies shall participate in the Iowa Great Places, identifying ways to package together resources under their control into a competitive effort to be awarded to the most creative and innovative communities, regions, districts or neighborhoods aspiring to be Great Places.
- II. The Department of Cultural Affairs, Department of Economic Development and Iowa Finance Authority shall be responsible for the development of Iowa Great Places. Their directors, and the directors of other state agencies including but not limited to Department of Human Rights, Department of Natural Resources, Department of Transportation, and Iowa Workforce Development, offering resources to Iowa Great Places, will serve as a Council to determine awards to Great Places.

- III. Iowa Great Places will be housed and coordinated at the Department of Cultural Affairs.
- IV. A citizen advisory board of up to 12 members shall be established to advise in the design of the Iowa Great Places and assist in the selection of three pilot Great Places. The board shall include representatives from the following groups: community leaders, local government officials, cultural leaders, housing developers, business owners, and parks officials.
- V. Design of the Great Places initiative will be completed by June 30, 2005. A report shall be issued that includes the following:
- An inventory of tools, resources, funding sources and technical assistance available
The completion of a kaizen of state programs to improve synchronicity, eliminate duplication, improve accessibility and increase collaboration
Definition of criteria for Request for Proposal
Definition of criteria for readiness to participate in the Great Places program
Strategies to prepare communities for the application process
Measurement tools to assess the success of the Great Places program
- VI. By June 30, 2006, three pilot Great Places shall be selected to receive a package of resources to be determined by the Great Places Council. These pilot Great Places will serve as a learning laboratory for the new program. Funding will be applied to program design, preparation of communities and investment through grants, loans, technical assistance and services to pilot Great Places.

Nothing in this Executive Order shall be construed to contravene any state or federal law.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and caused the Great Seal of Iowa to be affixed. Done at Des Moines this 11th day of January, in the year of our Lord two thousand five.

THOMAS J. VILSACK
GOVERNOR